





WKG

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Contract / Revision

**254371** Flight Dates **10/02/12-10/08/12**

## Hiatus Dates

**Original Date / Revision**

07/16/12 / 08/28/12

Order Sep 00:15:00

Advertiser **ISS/SEIU Cope**

## **Product HOUSE MAJOR PAC SEIU**

Estimate # 1439



WKM

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Product HOUSE MAJOR PAC SEIU Estimate # 1439

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 16	WKM	10/02/12	10/08/12	M-F 7:30-8p Inside Ed	CM	730-8p	MTWTF--	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00	
Inside Edition																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/02/12		10/08/12		MTWTF--		4		\$1,100.00		0.00						
E 17	WKM	10/02/12	10/08/12	9-10a Rachael Ray	CM	9-10a	MTWTF--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00	
Rachael Ray																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/02/12		10/08/12		MTWTF--		5		\$325.00		0.00						
E 18	WKM	10/05/12	10/05/12	Fri Prime 10p	CM	10-11p	----1--	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00	
Blue Bloods																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		----1--		1		\$4,500.00		0.00						
E 19	WKM	10/05/12	10/05/12	Fri Prime 8p	CM	8-9p	----1--	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00	
CSI:NY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		----1--		1		\$2,500.00		0.00						
E 20	WKM	10/05/12	10/05/12	Fri Prime 9p	CM	9-10p	----1--	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00	
Made in Jersey																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		----1--		1		\$3,500.00		0.00						
E 21	WKM	10/06/12	10/06/12	Sat 6p News	CM	6-630p	----1-	:30	1	\$800.00	P-3	0.00	NM	2	\$800.00	
Sat Local 6 News at 6p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		----1-		1		\$800.00		0.00						
See MG 21.2,21.3 [No show due to NCAA Football]																
1	WKM	10/01/12-10/07/12	Sat 6p News			6-630p										
MG for 21.1 10/06																
2	WKM	10/02/12-10/07/12	CBS This Morning			7-9a										
MG for 21.1 10/06																
3	WKM	10/02/12-10/07/12	CBS This Morning			7-9a										
MG for 21.1 10/06																
E 22	WKM	10/07/12	10/07/12	Sun 11p News after NFLCM		Late News	-----1	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00	
Sun 11p News after NFL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		-----1		1		\$1,500.00		0.00						
E 23	WKM	10/07/12	10/07/12	6-830a Sun News	CM	6a-830a	-----1	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00	
6-830a Sun News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		-----1		1		\$240.00		0.00						
E 24	WKM	10/07/12	10/07/12	CBS Evening News	CM	630-7p	-----1	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00	
CBS Eve News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		-----1		1		\$900.00		0.00						
See MG 24.2 [Program not airing due to football]																
1	WKM	10/01/12-10/07/12	CBS Evening News			630-7p										
MG for 24.1 10/07																
2	WKM	10/02/12-10/05/12	News at 5p			5-530p										
MG for 24.1 10/07																
E 25	WKM	10/07/12	10/07/12		CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00	



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
				Sun Prime 7-8p												
				Sun 7-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week:	10/01/12	10/07/12	-----1	1	\$5,000.00		0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	VKMG	10/01/12-10/07/12	Sun Prime 7-8p		7-8p				-----Su	:30	(\$5,000.00)	0.00	NM		
				See MG 25.2 [oversold]												
	2	VKMG	10/07/12-10/07/12	Sun Prime 10-11p		10-11p				-----Su	:30	\$5,000.00	0.00	NM		
				(@) MG for 25.1 10/07												
E 26	WTKMG	10/07/12	10/07/12	CBS Sunday Morning	CM	9-1030a	.	-----2	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week:	10/01/12	10/07/12	-----2	2	\$1,800.00		0.00							
E 27	WTKMG	10/02/12	10/02/12	Tue Prime 8p	CM	8-9p		-1-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
				NCIS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week:	10/01/12	10/07/12	-1-----	1	\$8,000.00		0.00							
E 28	WTKMG	10/02/12	10/02/12	Tue Prime 9p	CM	9-10p		-1-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
				NCIS:LA												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week:	10/01/12	10/07/12	-1-----	1	\$8,000.00		0.00							
E 29	WTKMG	10/03/12	10/03/12	Wed Prime 9p	CM	9-10p		--1----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
				Criminal Minds												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week:	10/01/12	10/07/12	--1----	1	\$6,000.00		0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	VKMG	10/01/12-10/07/12	Wed Prime 9p		9-10p				--W-----	:30	(\$6,000.00)	0.00	NM		
				See MG 29.2 [First Presidential Debate 9-11p]												
	2	VKMG	10/02/12-10/02/12	Tue Prime 10p		10-11p				-T-----	:30	\$6,000.00	0.00	NM		
				(@) MG for 29.1 10/03												
														Totals	93 \$94,265.00	